

## **REMARKS**

### **THE AMENDMENTS AND REASONS FOR AMENDMENTS**

Applicant amends claims 1, 4, and 10. Thus, claims 1-15 are pending upon entry of this amendment. The amendments are made to clarify the claimed invention and to expedite the allowance of the present application. The amendments are supported throughout the specification, drawings, and the claims as originally filed. Support for the amendments can be found, for example, on page 4, lines 19-33.

Applicant reserves the right to file applications claiming the benefit of priority to the present application claiming the subject matter of the present and other applications.

### **APPLICANT'S CLAIMED INVENTION IS NOT OBVIOUS UNDER 35 U.S.C. § 103**

The Examiner rejected claims 1-15 under 35 U.S.C. § 103(a) as allegedly being unpatentable over Logue. The Examiner alleges that Logue discloses a device and methods that are similar to the claimed invention, except that Logue does not mention recording the time and length of the breast feeding session. The Examiner alleges that it would have been obvious to provide the indicators of Logue with space for recording the time and length of the breast feeding session. The Examiner also alleges that it would have been obvious to attach the indicator of Logue to other item of clothing.

Applicant respectfully disagrees with the Examiner's characterization of the claimed invention and of the teachings in Logue. Applicant appreciates that the Examiner has given careful consideration to Applicant's previous comments, but, the Examiner states that "[h]owever, applicant's claims do not specify the specific structure of the "sticker", but only that the sticker is placed on either side of the article of clothing."

Applicants have amended claims 1, 4, and 10 to further specify the specific structures of the claimed sticker as requested by the Examiner. The amended claims 1, 4, and 10 specify that the sticker of the present invention comprises: a front side having a place for recording the time and length of a breast feeding session; and a self adhesive back side comprising a removably attachable adhesive capable of direct attachment to said garment.

Applicant's claimed invention requires at a minimum only two elements: 1) a sticker having a front side for recording the time and length of the breast feeding session; and 2) a self adhesive back side having a removably attachable adhesive capable of direct attachment to a garment. Whereas, Logue discloses an alternating breast nursing system that requires at least four elements to function properly: 1) a pair of fasteners; 2) designed for coupling to a respective side of a nursing bra; 3) an indicator; 4) selectively couplable to a selectable one of the fasteners.

Applicant notes that Logue discloses an alternating breast nursing system including a pair of fasteners 20 and an indicator 30, wherein each fastener 20 is designed for coupling to a respective side of a nursing bra 40 (US 6,264,529 Column 3, Lines 42-46). Furthermore, Logue teaches that the indicator 30 is selectively couplable to a selectable one of the fasteners 20 for facilitating determination of a breast preferred for use when breast feeding to insure alternating between breast from feeding to feeding (US 6,264,529 Column 3, Lines 47-50).

Applicant's claimed invention requires fewer elements and has many advantages over the Logue's alternating breast nursing system, such as, fewer attachable parts making the claimed invention much more easier to use by nursing mothers, providing one less concern for the new mother and also lower cost of manufacture due to its more simple device and methods of use. Another benefit of the present invention is that, the stickers of the present invention are disposable, providing one less concern for the new mother.

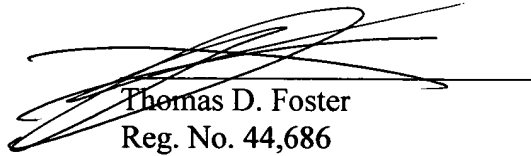
It is respectfully submitted that it is improper for the Examiner to unilaterally assume elements of the claimed invention to be obvious without providing, at a minimum, a suggestion in the references for the allegedly obvious elements of the claimed invention. As stated before, Logue discloses an alternating breast nursing system that requires a minimum of four elements, and nowhere in the Logue reference is there a teaching or a suggestion for providing the elements of the claimed invention, which requires only two elements.

In addition, an important aspect of the present invention is providing a patentably novel and non-obvious sticker which includes a place for recording the time and length of the breast feeding session. This information is enormously important for nursing mothers. Often times, a nursing mother, especially during the early days of nursing or a nursing mother who is breast feeding a newborn for the very first time, is near insensate due to recovering from child birth, lack of sleep, round the clock child care, and other distractions from family members that the nursing mother becomes unaware to some of the details that have newly become important details such as what time was the last breast feeding session, which breast did she use during the last breast feeding session, and how long did the breast feeding session last. It is more comfortable and healthier for the mother and the newborn baby if the mother feeds the baby at regular intervals and alternates breasts at each feeding. The stickers provide an easier method for mothers who keep a journal or spreadsheet to record the times and sides used. These important often overlooked details that become crucial information for the mother after child birth are provided for by the claimed invention. The present invention has fewer elements than the Logue device and method and provides crucial added information for the mother which the Logue device and method does not.

In order to expedite allowance of claims, Applicant has amended independent claim 1, 4, and 10 to recite the specific structures of the sticker rendering this rejection moot. Thus, Logue does not anticipate the claims and does not make the claims obvious. Accordingly, Applicant respectfully requests that this rejection be withdrawn.

Respectfully submitted,

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